

Agency

Product

**Schedule Dates** 

Advertiser

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103

Comments Billing Type

BOB CASEY :30 10/23
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

**Account Types** 

National/Political

Standard

Contract # POL/R CASEY/D/SEN/PA (135597) Poi/R Casey/D/US Senate (16759) Politicai - Federai Candidate (1067) Shorr & Associates (2909) 10/23/12-10/29/12 338233 **Entered By** Last Modified Date Entered

D'ETTORRE, MICHAEL Teierep/Washington DC Teierep/Washington DC, Washington DC (1040) Demo

**Buyer Name** 

Phone/Fax

Salesperson Brand

Sales Office

10/22/12 10/22/12 Deb O'Keefe Oct. 2012 Nov. 2012 Grand Total: Pittsburgh (WPXI) By Broadcast Month <u>Spots</u> 29 3

32

Rate \$34,800.00 \$2,750.00 \$37,550.00

15.00 \$5,632.50 Normai

Net Total Package Deal **Drder Type** CO-DP Sales Tax Commission Commission % Headline # 06389018 \$31,917.50 8

Line	Line Type / break Type (Ker #)		-	rengui	7011 11110			In and III	1	S.	Spots		Rate	Total	Station	Comments	Entered
1.0	1.0 Normal Line / Spot	10/23/12-10/26/12	w	:30	:30 7A- 8A (EST)		_	-	_			4	\$850.00	\$3,400.00	\$3,400.00  Pittsburgh (WPXI)	7-8a Today Show/1	10/22/12
2.0	2.0 Normal Line / Spot	10/29/12-10/29/12	ω	:30	:30 7A- 8A (EST)		-					-	\$850.00	\$850.00	\$850.00 Pittsburgh (WPXI)	Today Show 7-8a/2	10/22/12
3.0	3.0 Normai Line / Spot	10/23/12-10/26/12	ω	:30	:30 BA- 9A (EST)			-	-		-	4	\$800.00	\$3,200.00	\$3,200.00 Pittsburgh (WPXI)	Today Show 8-9a/3	10/22/12
4.0	4.0 Normal Line / Spot	10/29/12-10/29/12	ω	:30	:30 BA- 9A (EST)		-						\$800.00	\$800.00	\$800.00 Pittsburgh (WPXI)	Today Show 8-9a/4	10/22/12
5.0	5.0 Normal Line / Spot	10/23/12-10/26/12	u	:30	:30 5:59A- Channel 11 News		_	-	1			4	\$1,100.00	\$4,400.00	\$4,400.00 Pittsburgh (WPXI)	6am News/5	10/22/12
6.0	6.0 Normal Line / Spot	10/29/12-10/29/12	ω	:30	:30 5:59A- Channel 11 News		-					-	\$1,100.00	\$1,100.00	\$1,100.00 Pittsburgh (WPXI)	6am News/6	10/22/12
7.0	7.0 Normal Line / Spot	10/23/12-10/26/12	_		:30 4P- Judge Judy 4n	w						1					+
8.0	8.0 Normal Line / Spot		u	<u>ن</u> و	d. American		 X	×	×			w	\$550.00	\$1,650.00	ittsburgh (WPXI)	JUDGE JUDY 4P/ 7	10
9.0	9.0 Normal Line / Spot	10/23/12-10/26/12	w u	:30	:30 SP- S:30P (EST)	ω	× ×	××	××			w w	\$550.00 \$1,100.00	\$1,650.00	\$1,650.00 Pittsburgh (WPXI) \$3,300.00 Pittsburgh (WPXI)	JUDGE JUDY 4P/ 7 5-S30P NEWS/8	5 5
10.0	10.0 Normal Line / Spot	10/23/12-10/26/12		:30	:30 Sp- S:30P (EST) :30 S:58P- Channel 11 News At 6pm M-F	w w	× × ×	×××	× × ×			<u> </u>	\$550.00 \$1,100.00 \$1,300.00	\$1,650.00 \$3,300.00 \$3,900.00	\$1,650.00 Pittsburgh (WPXI) \$3,300.00 Pittsburgh (WPXI) \$3,900.00 Pittsburgh (WPXI)	JUDGE JUDY 4P/ 7 5-S30P NEWS/8 6P NEWS/9	5 5 5
11.0	11.0 Normal Line / Spot	10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12	<u></u>	:30	:30 SP- S:30P (EST) :30 S:58P- Channel 11 News At 6pm M-F :30 6:59P- Jeopardy	<u></u>	××××	××××	× × × × ×			<u> </u>	\$550.00 \$1,100.00 \$1,300.00 \$1,650.00	\$1,650.00 \$3,300.00 \$3,900.00 \$1,650.00	itsburgh (WPXI) ittsburgh (WPXI) ittsburgh (WPXI) ittsburgh (WPXI)	JUDGE JUDY 4P/ 7 5-S30P NEWS/8 6P NEWS/9 JEOPARDY/10	
12.0	12.0 Normal Line / Spot	10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12	w w a a	:30 :30 :30 :30 :30 :30	:30 Sp- S:30P (EST) :30 St-SBP- Channel 11 News At 6pm M-F :30 6:59P- Jeopardy :30 7:30P- WHEEL OF FORTUNE		× × × × ×	× × × × ×	× × × × × ×			N H W W W	\$550.00 11,100.00 11,300.00 11,650.00 \$1,650.00	\$1,650.00 \$3,300.00 \$3,900.00 \$1,650.00 \$3,300.00	\$1,650.00 Pittsburgh (WPXI) \$3,300.00 Pittsburgh (WPXI) \$3,900.00 Pittsburgh (WPXI) \$1,650.00 Pittsburgh (WPXI) \$1,650.00 Pittsburgh (WPXI)	JUDGE JUDY 4P/ 7 5-S30P NEWS/8 6P NEWS/9 JEOPARDY/10 WHEEL/11	5 5 5 5
		10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/27/12	w w u 4 4 4	:30 :30 :30 :30	:30 Sp- S:30P (EST) :30 Sp- S:30P (EST) :30 S:58P- Channel 11 News At 6pm M-F :30 6:59P- Jeopardy :30 7:30P- WHEEL OF FORTUNE :30 Sell Pattern- *53a Tu-Sat Late News		+ × × × × ×		+ x x x x x x x x x x x x x x x x x x x	<b>1</b>		<u> </u>	\$550.00 \$1,100.00 \$1,300.00 \$1,650.00 \$1,650.00 \$2,000.00	\$1,650.001 \$3,300.00 \$3,900.001 \$1,650.001 \$3,300.001 \$2,000.001	\$1,650.00 Pittsburgh (WPXI) \$3,300.00 Pittsburgh (WPXI) \$3,900.00 Pittsburgh (WPXI) \$1,650.00 Pittsburgh (WPXI) \$1,650.00 Pittsburgh (WPXI) \$2,000.00 Pittsburgh (WPXI)	JUDGE JUDY 4P/ 7 5-S30P NEWS/8 6P NEWS/9 JEOPARDY/10 WHEEL/11 11P NEWS/12	10 10 10 10
Accepted-Agency/Advartiser:		10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/26/12 10/23/12-10/27/12	w w w 4 4	:30 :30 :30	5P- 5:30P (EST)  3	五 2 1 3 3	SA XXXX			0	TRA		\$550.00 11,100.00 11,300.00 11,650.00 12,000.00	\$1,650.001 \$3,300.00 \$3,900.00 \$1,650.001 \$3,300.001 \$2,000.001	ittsburgh (WPXI) ittsburgh (WPXI) ittsburgh (WPXI) ittsburgh (WPXI) ittsburgh (WPXI) ittsburgh (WPXI)	JUDGE JUDY 49/ 7 5-S30P NEWS/8 6P NEWS/9 JEOPARDY/10 WHEEL/11 11P NEWS/12	10/22/12 10/22/12 10/22/12 10/22/12 10/22/12 10/22/12

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written

Accepti			12.0	12.0	12.0	12.0	Line	공 # S	
Accepted-Agency/Advertiser:	ods / and remover	ONormal Line / Spot	12.0.4 Closed Preempt	12.0.3 Closed Preempt	12.0.2 Closed Preempt	12.0.1 Closed Preempt	Line Type / 8reak Type (Ref #)	Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103	IXdW
	10/24/12-10/20/12	10/24/12-10/26/12	10/25/12	10/27/12	10/26/12	10/24/12	Dates	gh, PA 15214	
Date:	4 :30,10;59 AT 11						Sec Length	Agency Product Brand Salesperson Sales Diffice Buyer Name Phone/Fax CPE Account Types Billing Type Comments	Advertiser
CONFIR Accepted-Station:	AT 11P	CHANNEL 11 NEWS					Run Times SPI	Shorr & Associates (2909) Political - Federal Candidate (1067) POL/R CASEY/D/SEN/PA (135597) Telerep/Washington DC, Washingto Telerep/Washington DC D'ETTORRE,MICHAEL / N/A National/Political Standard BOB CASEY :30 10/23 ****** THIS IS A CASH IN ADVANCE SCH	10/23/12-10/29/12 Pol/R Casev/D/US Senate (16759)
CONFIRMATION CONTR	1 1:2						SPW Mo Tu We Th Fr Sa	Shorr & Associates (2909)  Political - Federal Candidate (1067)  POL/R CASEY/D/SEN/PA (135597)  Telerep/Washington DC, Washington DC (1040)  Telerep/Washington DC  D'ETTORRE,MICHAEL  /  N/A  National/Political  Standard  808 CASEY :30 10/23  ****** THIS IS A CASH IN ADVANCE SCHEDULE ******,	2 Senate (16759)
TRACT Date:	\$2,000.00						Su Spots Rate	CO-DP Headline # Demo Order Type Package Deal Commission % Commission Net Total Sales Tax	Entered By
Comments:							Total	No 06389018 Normal 15.00 \$5,632.50 \$31,917.50	10/22/12 Deb O'Keefe
	\$8,000.00 Pittsburgh (WPXI)	Transporter ( to to to to	Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	Station	Nov. 2012 Grand Total:	Oct. 2012
	11P NEWS/12	rie empt exception	Pre-empt/Exception	Pre-empt/Spot -	Pre-empt/Spot -	Pre-empt/Spot	Comments		29 29
	10/22/12						's Entered	\$2,750.00 \$37,550.00	\$34,800.00

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